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Sofitel Sydney Darling Harbour Accepted Into Virtuoso®

French-inspired Flagship Hotel Now Part of Exclusive Luxury Travel Network

[Sydney, x9 July 2019] Sofitel Sydney Darling Harbour has been accepted into Virtuoso®’s exclusive portfolio of luxury travel partners, comprised of more than 1,700 preferred suppliers in 100 countries. According to the hotel’s General Manager Greg Brady, inclusion in Virtuoso will open up new sales and marketing opportunities to the network’s 17,500 luxury travel advisors and their highly desirable clientele. Virtuoso agencies sell more than (U.S.) \$23.7 billion annually, making the network the most significant player in luxury travel.

“Virtuoso’s acceptance process is incredibly selective, so becoming a preferred partner a short 18 months after our grand opening is a true honour,” says Greg. “The reputation Virtuoso member advisors have for outstanding dedication to their clients is a perfect fit with our own approach to modern luxury service. Now that we’re part of this renowned network, we look forward to offering Virtuoso advisors and their clients special amenities, values and French-inspired, quintessentially Australian experiences that surpass their expectations.”

Sofitel Sydney Darling Harbour offers 590 exquisite rooms and suites flooded with natural light, and facilities unmatched in Sydney including an outdoor infinity pool heated year round, a French-inspired restaurant celebrating the bold flavours of Provence, an award-winning Champagne Bar, a state-of-the-art gym open 24/7, eight elegant boardrooms, a Magnifique Ballroom and an exclusive executive lounge located on the 35th floor, Club Millesime, offering breathtaking panoramic views of the harbour as well as a range of bespoke butler services.



Hotel General Manager Greg Brady adds: “Our hotel is centrally located in the heart of Darling Harbour, on the water’s edge, next door to the Sydney International Convention Centre and within walking distance of the CBD, with the ferries and light rail on our doorstep. Darling Harbour is the perfect luxury haven to explore Sydney, and a wonderful alternative to Circular Quay. The area is very rich in local history and has been enjoying a true renaissance in recent years, thanks to the burgeoning districts of Pymont and Barangaroo and their acclaimed entertainment and waterside dining options.”

Accor's Chief Operating Officer for the Pacific, Simon McGrath, said, “We are incredibly proud of Sofitel Sydney Darling Harbour’s achievements since opening as Sydney’s newest luxury hotel in over 15 years. As the first Accor property in the Pacific region to be invited to join the prestigious Virtuoso Hotels & Resorts portfolio, it is an exceptional credit to Greg and his team and true recognition of Sofitel’s French luxury service for which the brand is globally renowned. We also congratulate owners, the Schwartz Family Company for their vision and investment in such a landmark, flagship luxury hotel for the region.”

Sofitel Sydney Darling Harbour joins Virtuoso’s collection of the finest luxury hotels, resorts, cruise lines, airlines, tour operators and other suppliers worldwide. These partners, which specialise in world-class client service and experiences, secure Virtuoso clients superior offerings, rare opportunities and exceptional value. These prestigious providers are able to market to Virtuoso clients via network vehicles and to Virtuoso agencies through multiple communications channels and events, including Virtuoso Travel Week, luxury travel’s largest worldwide gathering. Sofitel Sydney Darling Harbour’s acceptance into Virtuoso gives it direct relationships with the world’s leading leisure travel agencies in North and Latin America, the Caribbean, Europe, Asia-Pacific, Africa and the Middle East.

Virtuoso’s Asia-Pacific Marketing & Commercial Partnership Manager, Adrian Clarke welcomed Sofitel Sydney Darling Harbour to the Virtuoso fold.

“Australia is one of the world’s most popular luxury destinations and Virtuoso has seen a 23 percent increase in visitor numbers heading here in the past two years alone,” Mr Clarke says.

“Sofitel Darling Harbour will bring a level of luxury to our Australian offering, which we know our high net worth clients from across the globe are looking for.”

Sofitel Sydney Darling Harbour offers exclusive amenities to guests booking via a Virtuoso travel advisor or online at Virtuoso.com. Privileges include an upgrade upon arrival, daily breakfast buffet for two, \$100 USD equivalent food and beverage credit during the stay, early check-in priority, guaranteed late-check out 4pm, and a special chocolate VIP amenity. Upgrades and check-in/check-out privileges subject to availability.

www.sofiteldarlingharbour.com

Sofitel Sydney Darling Harbour | 12 Darling Drive, Darling Harbour, Sydney

For information, please visit the [website](#) or call (+61) 2 8388 8888

Media: images are accessible on [dropbox](#)



For any media request, please contact:

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About Sofitel

Sofitel Hotels & Resorts is an ambassador of modern French style, culture and art-de-vivre around the world. Established in 1964, Sofitel is the first international luxury hotel brand to originate from France with over 120 chic and remarkable hotels in the world's most sought after destinations. Sofitel exudes a refined and understated sense of modern luxury, always blending a touch of French decadence with the very best of the locale. The Sofitel collection includes such notable hotels as Sofitel Paris Le Faubourg, Sofitel London St James, Sofitel Munich Bayerpost, Sofitel Rio de Janeiro Ipanema, Sofitel Washington DC Lafayette Square, Sofitel Sydney Darling Harbour and Sofitel Bali Nusa Dua Beach Resort. Sofitel is part of Accor, a world-leading travel and lifestyle group which invites travelers to feel welcome in 4,800 hotels, resorts and residences, along with some 10,000 of the finest private homes around the globe.

About Accor

Accor is a world-leading augmented hospitality group offering unique and meaningful experiences in 4,800 hotels, resorts, and residences across 100 countries. With an unrivalled portfolio of brands from luxury to economy, Accor has been providing hospitality savoir-faire for more than 50 years. Beyond accommodations, Accor enables new ways to live, work, and play with food & beverage, nightlife, wellbeing, and coworking brands. To drive business performance, Accor's portfolio of business accelerators amplify hospitality distribution, operations, and experience. Guests have access to one of the world's most attractive hotel loyalty programs—Le Club AccorHotels. Accor is deeply committed to sustainable value creation, and plays an active role in giving back to planet and community. Planet 21 – Acting Here endeavours to act for positive hospitality, while Accor Solidarity, the endowment fund, empowers disadvantaged groups through professional training and access to employment. Accor SA is publicly listed on the Euronext Paris Stock Exchange (ISIN code: FR0000120404) and on the OTC Market (Ticker: ACRY) in the United States. For more information visit accor.com. Or become a fan and follow us on Twitter and Facebook.

About Virtuoso

Virtuoso® is the leading international travel agency network specializing in luxury and experiential travel. This by-invitation-only organization comprises over 1,000 travel agency partners with 17,500 elite travel advisors in more than 45 countries throughout North America, Latin America, the Caribbean, Europe, Asia-Pacific, Africa and the Middle East. Drawing upon its preferred relationships with 1,700 of the world's best hotels and resorts, cruise lines, airlines, tour companies and premier destinations, the network provides its upscale clientele with exclusive amenities, rare experiences and privileged access. More than (U.S.) \$23.7 billion in annual travel sales makes Virtuoso a powerhouse in the luxury travel industry. For more information, visit www.virtuoso.com.

